ABSTRACT OF THE DISCLOSURE

An information providing service method comprising the steps of selecting an object displayed on a map in a user terminal, transmitting coordinate information relating to an object selected in the terminal and display object attribute information representing attributes of service information to be provided by the object to a server connected to the terminal over a network, transmitting spatial range information, attribute information and a URL based on the transmitted coordinate information and display object attribute information from the server to the terminal, and displaying an information bubble along with the object at a position indicated by the transmitted spatial range information on a display unit of the terminal, whereby the service information is provided such that the service information is linked with map information of the terminal to the user, and the information bubble is displayed in an appropriate size on the map information.